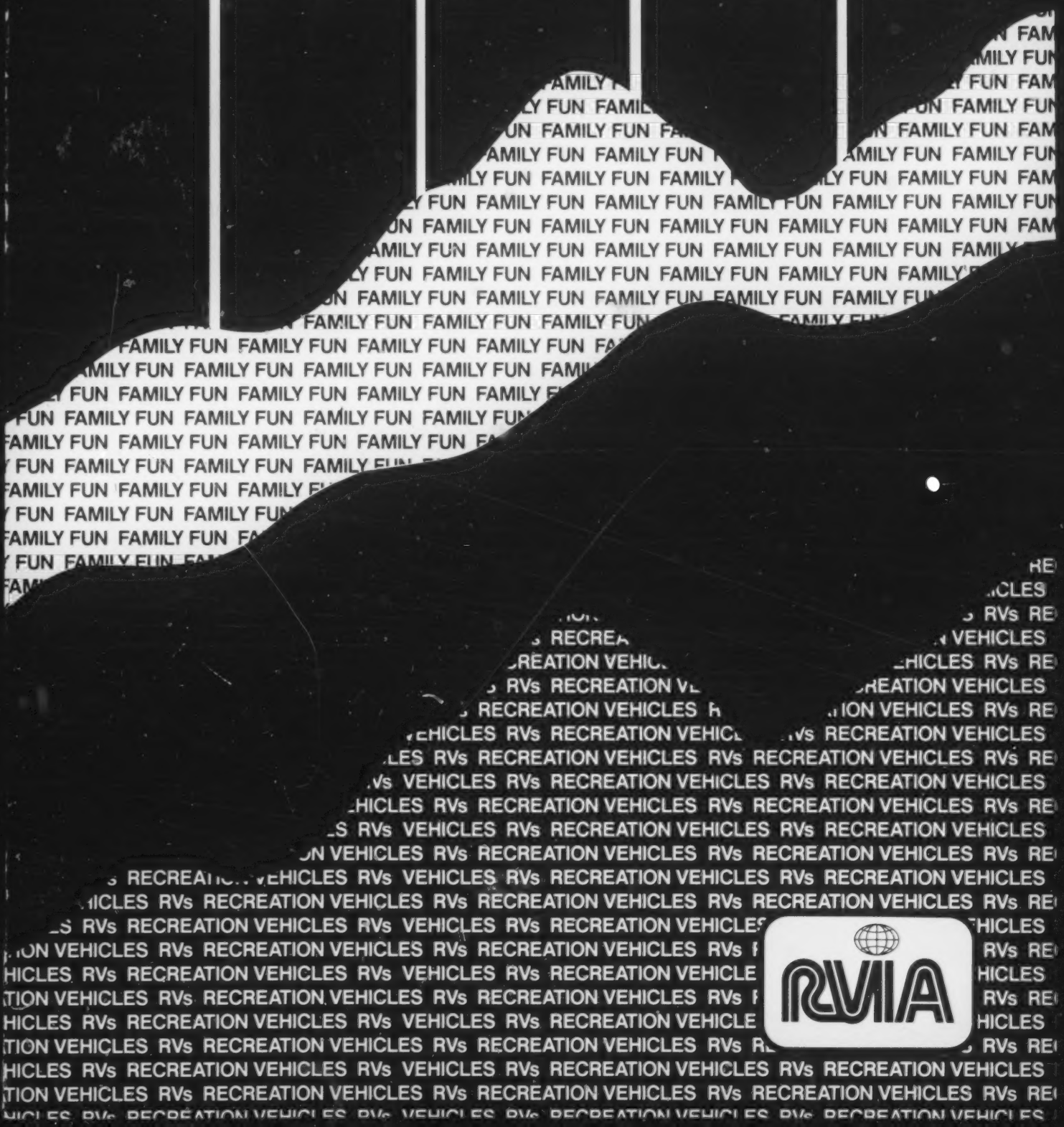
Recreation Vehicle Industry Association

A8790-34 9/86

1985 YEAR END REPORT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RVIA

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RVs . . . America's Family Camping Vehicles
A Year-End Report/1985

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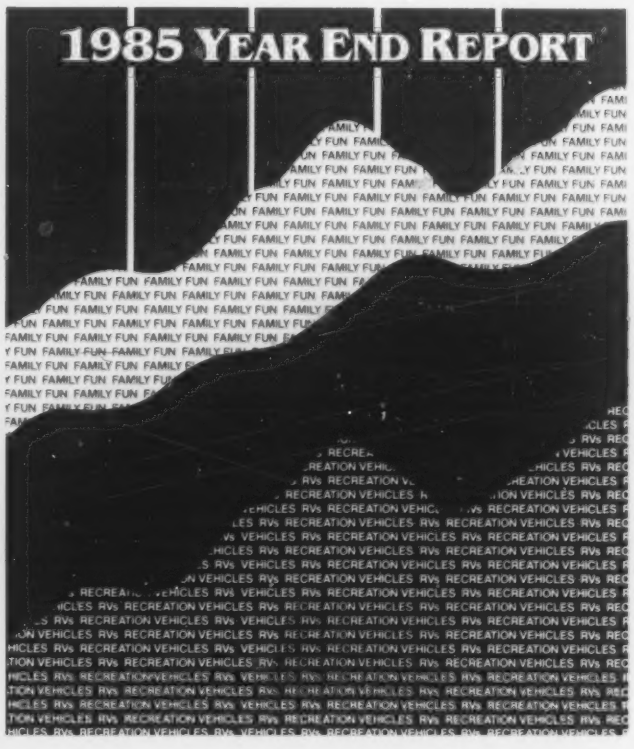

In the report that follows we have presented results of RV production for the year 1985 in several ways. Shipments by product category, product mix, wholesale and retail value of shipments, regional and state-by-state sales patterns are shown in graphic as well as numeric exhibits. In many of the analyses we have offered historical comparisons which are intended to provide insight to emerging trends. And in an Appendix we have compared RV production to widely accepted economic indicators.

All of this is, of course, intended to help the reader draw a clearer picture of the RV market and its performance over time.

Data used for this report were collated from surveys of RV manufacturers conducted annually by RVIA. Monthly reports on unit shipments and average wholesale price by length for each category of RV do not appear in this report. That information is available by contacting the RVIA Marketing Department.

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INDUSTRY HIGHLIGHTS/1985

Following four consecutive yearly increases, total RV shipments to retailers slowed to 359,200 units in 1985, down 9.8% from one year earlier. Still, the total was the second largest shipment year since 1978 with a total retail sales value measured at a near-record $7 billion.

First quarter results were reported 8.2% behind the first three months of 1984, due largely to a disappointing March monthly total. In March shipments of 34,400 units were 17.3% behind a year before and seasonally adjusted[1], had dropped 16.7% below the previous month. Whereas the final quarter of 1984 had shown signs of increasing industry output, the first quarter of 1985 was clearly sluggish.

Second quarter saw shipments increase to 106,500 units up 12.6% from first quarter's 94,600 units total. However, seasonally adjusted, this represented a dip of 10% from the previous quarter as most categories were reported lower than the year before at the halfway mark. The groups showing gains over the first half of 1984 were fifth wheel travel trailers, low profile type C and compact type C motor homes as retailers diversified their product mix.

July brought some improvements in the motorized categories as we would see August and September increase for towable units. In fact, September's total of 26,400 units was the only month in 1985 above 1984 as third quarter finished at 83,800 units, just slightly ahead of the previous quarter on a seasonally adjusted basis.

The final quarter saw a little more improvement as shipments of 74,300 units were up 4%, seasonally adjusted, from their third quarter total. This improvement was seen largely in the towable product lines. Notably, fifth wheel travel trailers and truck campers would end the year on a positive note.

Overall price increases in RV products were modest in 1985 as pricing became extremely competitive particularly in the late summer months. Nevertheless, total RV retail value of shipments exceeded the $7 billion mark for the second straight year (see page 4) and were 11.1% greater than 1983 when a similar number of RVs were shipped.

Average truck camper prices rose 11.3%, the largest increase by vehicle type, while the more expensive type A motor homes increased an average of just over 6% from the previous year. The market share leader, van conversions were actually lower in price as more down-sized chassis were employed.

Product mix changed very little in 1985 as van conversions at 45.9% and travel trailers at 23.1% were one-two again this year (see page 4). Number three was folding camping trailers with an even 10% of the market, while type A motor homes slipped a notch to number four at 9.3%.

Deliveries by region and state can be seen in the charts on page 5 through 9. Regionally, the East North Central was number one for the first time in nine years, replacing number two, the Pacific region. Nearly one in five RVs were shipped to the Great Lakes states as a quarter of all the folding camping trailers and van conversions were delivered there. The Pacific region was close behind with 18.2% of all deliveries, leading in eight of the eleven vehicle categories.

> Reductions in interest rates and fuel prices combined with improvements in disposable income are seen continuing and will undoubtedly improve prospects for sales growth in 1986.

By state, California was again the winner this year with 12.12% of all RVs ending up on dealer lots there. Florida jumped into the number two spot, swapping places with number three, Texas. Michigan, Ohio, Pennsylvania, Illinois and Washington retained the number four through eight spots they commanded last year. New York moved into the number nine place with Indiana holding down the final slot in the race for the top ten states. In all, more than 55% of total RV shipments were sent into these top ten finishers.

Some sizing changes were present last year as seen on page 11. Travel trailers and fifth wheel trailers were generally larger this year noticeable in the growth of the 20-foot to 30-foot category at the expense of the under 20-foot groupings. Type A motor homes were also larger on average than last year as the 30-foot to 35-foot class represented nearly 50% of all deliveries, up from 45.8% from this size last year.

In summary, 1985 can be seen in quite a favorable light with total retail sales at about the same levels as one year ago.[2] The slight wholesale shipment decline this year reflects more a realignment of retail dealer inventories and not a weakening of basic consumer demand. Reductions in interest rates and fuel prices combined with improvements in consumer real disposable income[3], which began in 1985, are seen continuing and will undoubtedly improve prospects for a resumption of RV sales growth next year. ■

[1] See Appendix page 14 for seasonally adjusted monthly rate graph.

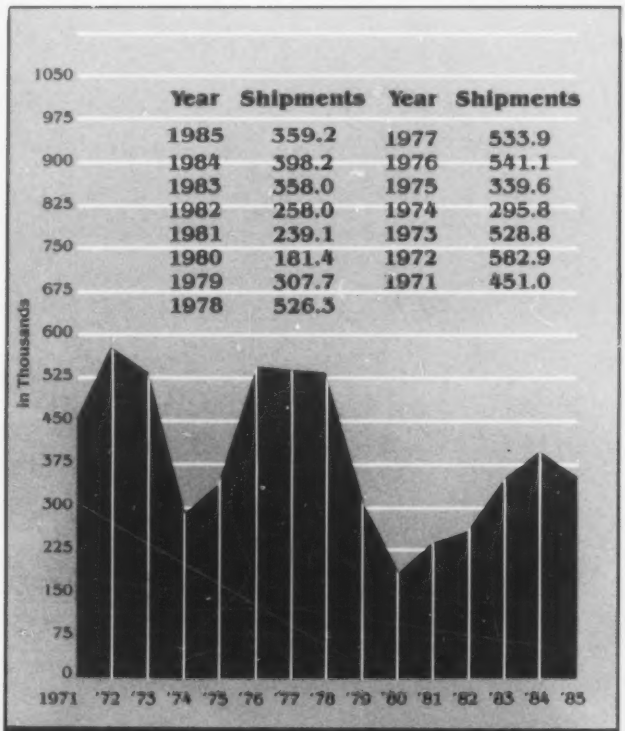
[2] According to R.L. Polk and Statistical Surveys new registration reports, 1984 and 1985.

[3] Data provided by U.S. Department of Commerce, Bureau of Economic Analysis, Business Conditions Digest, pages 73 and 80.

Shipments Review

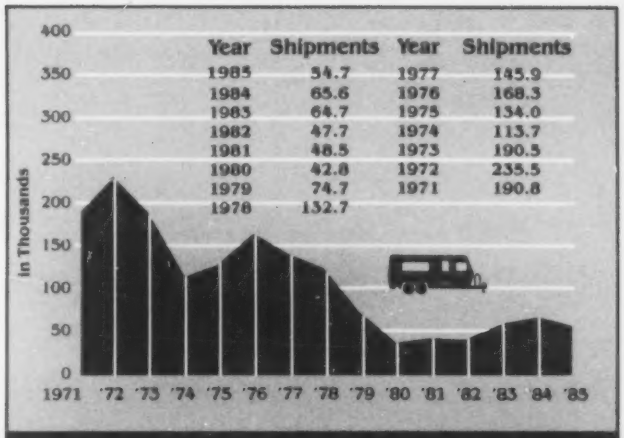
Shipments by Category/1971-1985
(in Thousands)

Year	Shipments	Year	Shipments
1985	359.2	1977	533.9
1984	398.2	1976	541.1
1983	358.0	1975	339.6
1982	258.0	1974	295.8
1981	239.1	1973	528.8
1980	181.4	1972	582.9
1979	307.7	1971	451.0
1978	526.3		



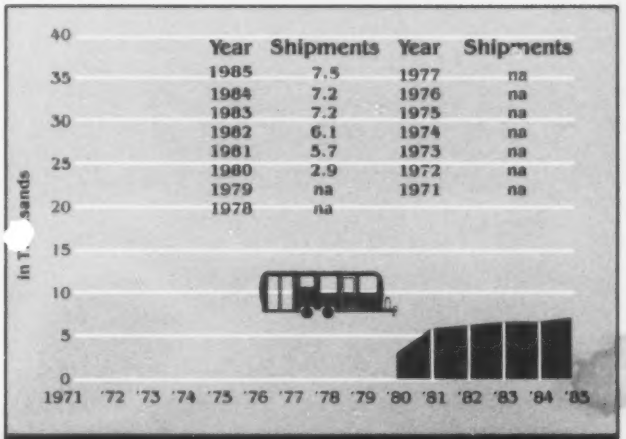
Total Shipments

Year	Shipments	Year	Shipments
1985	54.7	1977	145.9
1984	65.6	1976	168.3
1983	64.7	1975	134.0
1982	47.7	1974	113.7
1981	48.5	1973	190.5
1980	42.8	1972	235.5
1979	74.7	1971	190.8
1978	132.7		



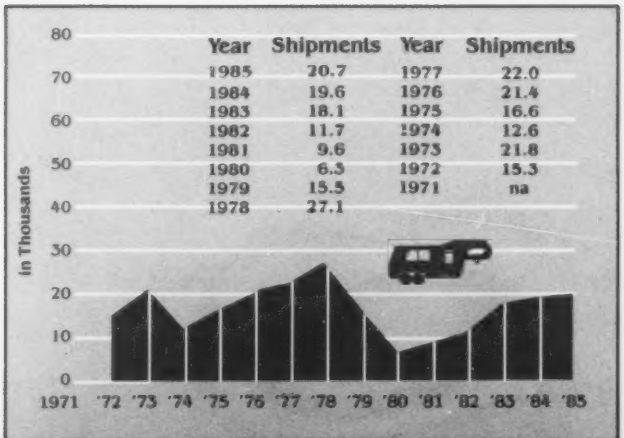
Travel Trailers (Conventional)

Year	Shipments	Year	Shipments
1985	7.5	1977	na
1984	7.2	1976	na
1983	7.2	1975	na
1982	6.1	1974	na
1981	5.7	1973	na
1980	2.9	1972	na
1979	na	1971	na
1978	na		



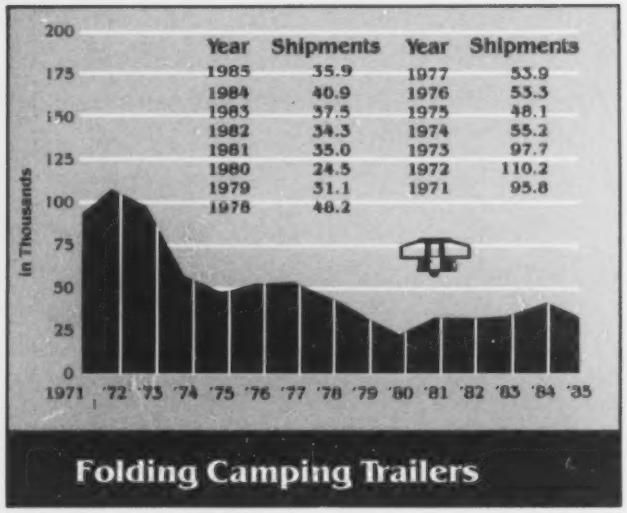
Travel Trailers (Park)

Year	Shipments	Year	Shipments
1985	20.7	1977	22.0
1984	19.6	1976	21.4
1983	18.1	1975	16.6
1982	11.7	1974	12.6
1981	9.6	1973	21.8
1980	6.3	1972	15.3
1979	15.5	1971	na
1978	27.1		



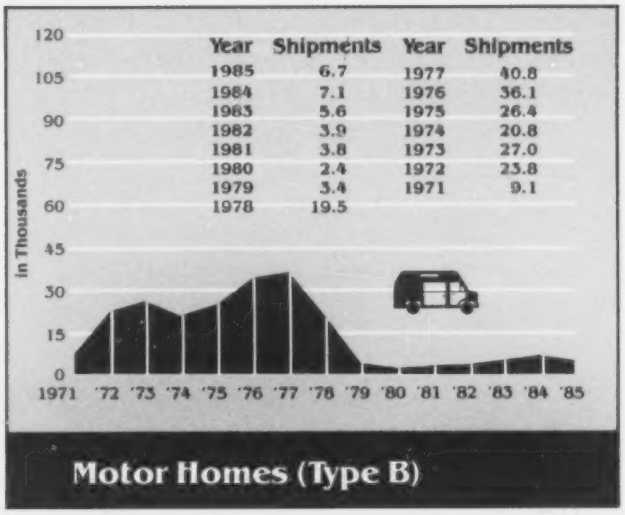
Travel Trailers (Fifth Wheel)

*Data not available



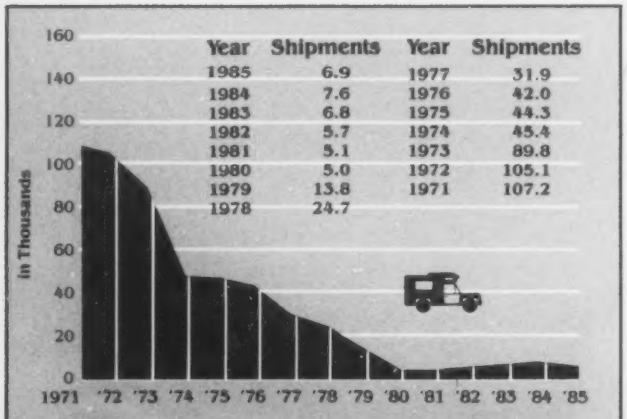
Year	Shipments	Year	Shipments
1985	35.9	1977	53.9
1984	40.9	1976	53.3
1983	37.5	1975	48.1
1982	34.3	1974	55.2
1981	35.0	1973	97.7
1980	24.5	1972	110.2
1979	31.1	1971	95.8
1978	48.2		

Folding Camping Trailers



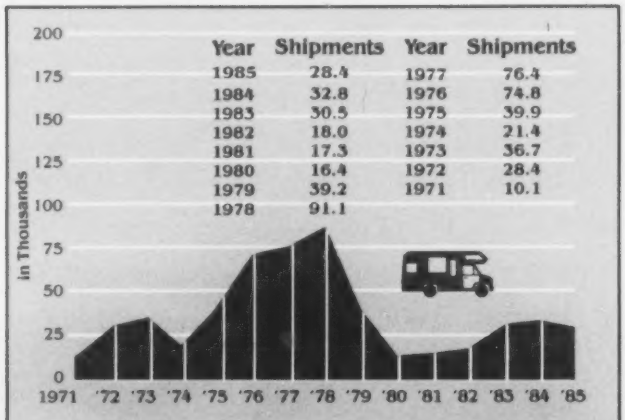
Year	Shipments	Year	Shipments
1985	6.7	1977	40.8
1984	7.1	1976	36.1
1983	5.6	1975	26.4
1982	3.9	1974	20.8
1981	3.8	1973	27.0
1980	2.4	1972	23.8
1979	3.4	1971	9.1
1978	19.5		

Motor Homes (Type B)



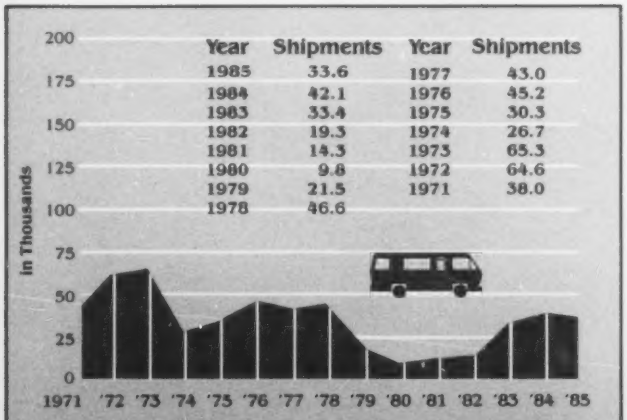
Year	Shipments	Year	Shipments
1985	6.9	1977	31.9
1984	7.6	1976	42.0
1983	6.8	1975	44.3
1982	5.7	1974	45.4
1981	5.1	1973	89.8
1980	5.0	1972	105.1
1979	13.8	1971	107.2
1978	24.7		

Truck Campers



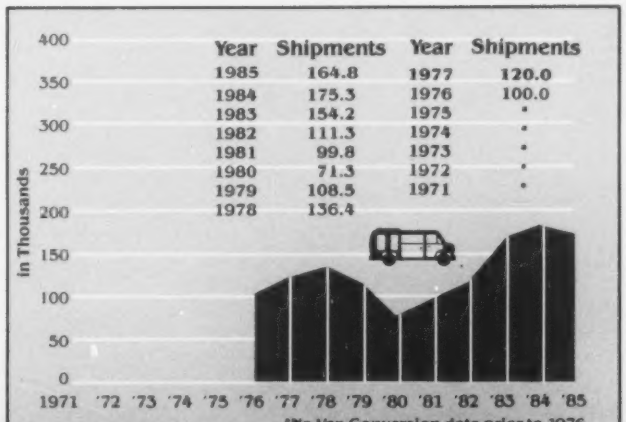
Year	Shipments	Year	Shipments
1985	28.4	1977	76.4
1984	32.8	1976	74.8
1983	30.5	1975	39.9
1982	18.0	1974	21.4
1981	17.3	1973	36.7
1980	16.4	1972	28.4
1979	39.2	1971	10.1
1978	91.1		

Motor Homes (Type C)



Year	Shipments	Year	Shipments
1985	33.6	1977	43.0
1984	42.1	1976	45.2
1983	33.4	1975	30.3
1982	19.3	1974	26.7
1981	14.3	1973	65.3
1980	9.8	1972	64.6
1979	21.5	1971	38.0
1978	46.6		

Motor Homes (Type A)

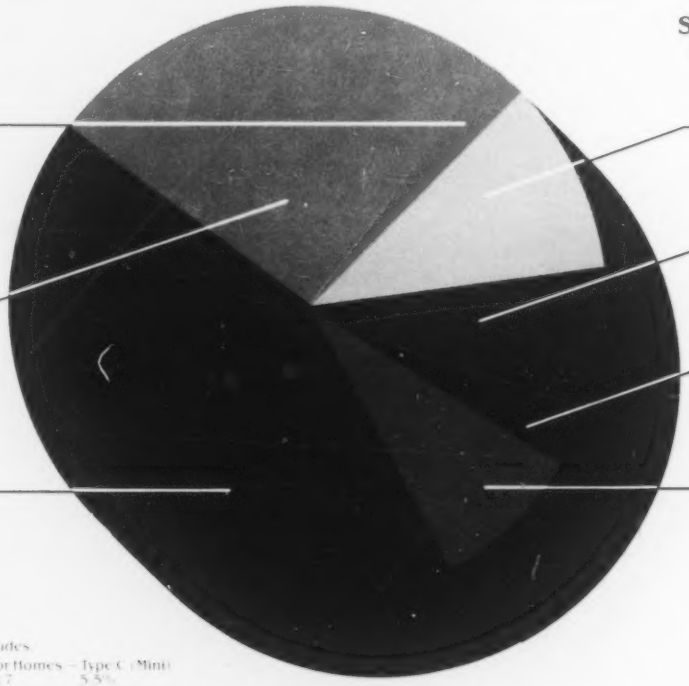


Year	Shipments	Year	Shipments
1985	164.8	1977	120.0
1984	175.3	1976	100.0
1983	154.2	1975	*
1982	111.3	1974	*
1981	99.8	1973	*
1980	71.3	1972	*
1979	108.5	1971	*
1978	136.4		

*No Van Conversion data prior to 1976

Van Conversions

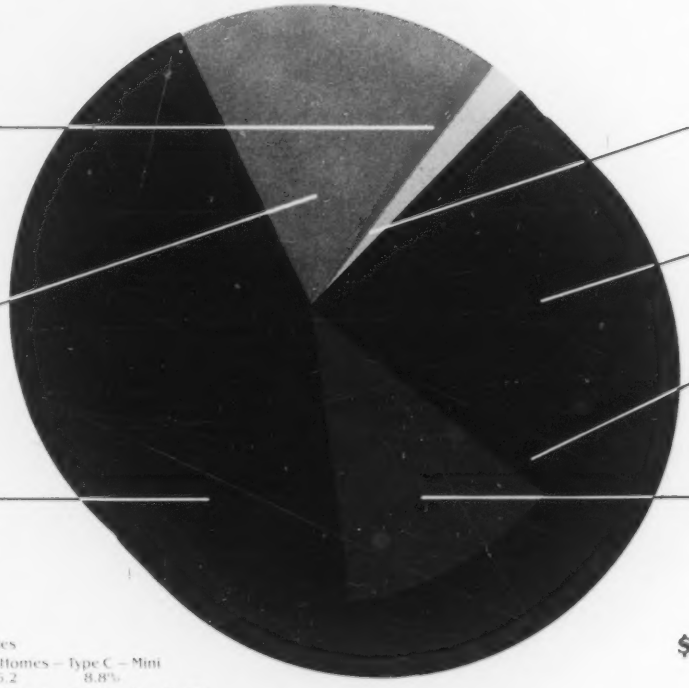
Market Share by Category/1985



	Shipments in Thousands	Percent of Total
Truck Campers	6.9	1.9%
Travel Trailers (All)[1]	82.9	23.1%
Van Conversions	164.8	45.9%
Folding Camping Trailers	35.9	10.0%
Motor Homes – Type A	33.6	9.3%
Motor Homes – Type B	6.7	1.9%
Motor Homes – Type C[2]	28.4	7.9%
Shipments		**Total RVs**
	359.2	**100.0%**

1 Includes
- Conventional Travel Trailers 54.7 15.2%
- Park Trailers 7.5 2.1%
- Fifth Wheel Trailers 20.7 5.8%

2 Includes
- Motor Homes – Type C (Mini) 19.7 5.5%
- Motor Homes – Type C (Low Profile) 4.3 1.2%
- Motor Homes – Type C (Compact) 4.4 1.2%



	$ Value in Millions	Percent of Total
Truck Campers	$ 46.3	0.7%
Travel Trailers (All)[1]	$1,122.4	16.0%
Van Conversions	$3,093.1	44.0%
Folding Camping Trailers	$ 137.0	1.9%
Motor Homes – Type A	$1,640.0	23.3%
Motor Homes – Type B	$ 155.0	2.2%
Motor Homes – Type C[2]	$ 835.7	11.9%
Retail Value		**Total RVs**
	$7,029.4	**100.0%**

1 Includes
- Conventional Travel Trailers $664.8 9.5%
- Park Trailers $125.6 1.8%
- Fifth Wheel Trailers $331.9 4.7%

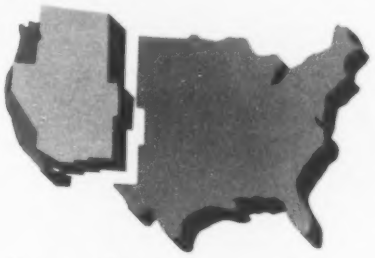
2 Includes
- Motor Homes – Type C – Mini $616.2 8.8%
- Motor Homes – Type C – Low Profile $129.0 1.8%
- Motor Homes – Type C – Compact $ 90.5 1.3%

Shipments by Region/1985

Pacific

Year	Percent
1985	18.20%
1984	19.59%
1983	19.50%
1982	18.87%
1981	20.86%
1980	20.25%
1979	21.58%

Mountain



Year	Percent
1985	8.58%
1984	9.39%
1983	10.58%
1982	10.06%
1981	10.62%
1980	9.65%
1979	10.00%

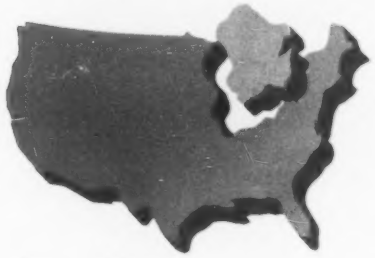
West North Central

Year	Percent
1985	7.72%
1984	8.73%
1983	10.21%
1982	10.15%
1981	9.51%
1980	8.18%
1979	10.44%

West South Central

Year	Percent
1985	10.31%
1984	12.94%
1983	11.51%
1982	14.43%
1981	13.92%
1980	13.29%
1979	9.72%

East North Central



Year	Percent
1985	19.46%
1984	18.01%
1983	17.89%
1982	18.04%
1981	16.39%
1980	17.44%
1979	19.49%

East South Central

Year	Percent
1985	3.77%
1984	3.54%
1983	3.40%
1982	3.50%
1981	3.18%
1980	3.00%
1979	3.56%

South Atlantic

Year	Percent
1985	17.23%
1984	13.86%
1983	13.20%
1982	12.42%
1981	12.87%
1980	13.38%
1979	11.55%

Middle Atlantic

Year	Percent
1985	9.42%
1984	8.71%
1983	8.62%
1982	8.77%
1981	9.30%
1980	11.06%
1979	10.15%

New England

Year	Percent
1985	4.50%
1984	4.18%
1983	3.76%
1982	3.74%
1981	3.36%
1980	3.75%
1979	3.15%

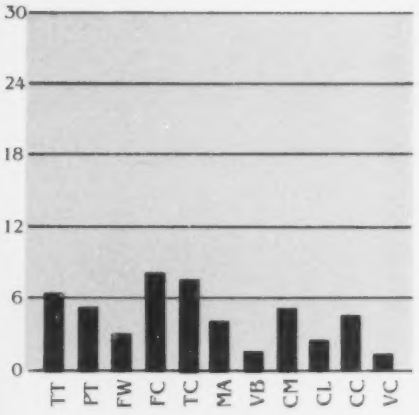
Deliveries to States by RV Category/1985
(in Percentage)

	Conventional Travel Trailers	Park Trailers	Fifth Wheel Trailers	Folding Camping Trailers	Truck Campers	Motor Homes Type A	Van Campers Type B	Motor Homes Type C (Mini)	Motor Homes Type C (Low Profile)	Motor Homes Type C (Compact)	Van Conversions	1985 Total
New England	**6.28%**	**5.81%**	**3.29%**	**8.25%**	**7.55%**	**4.20%**	**1.44%**	**5.06%**	**2.92%**	**4.54%**	**1.40%**	**4.50%**
Connecticut	.91	.50	.49	1.24	1.01	.64	.68	.84	.78	.31	.41	.72
Maine	.83	1.94	.44	.85	1.55	.35	.15	.54	.05	.64	.17	.56
Massachusetts	2.33	1.96	1.16	3.51	2.60	1.65	.19	1.74	1.07	1.32	.51	1.70
New Hampshire	1.56	1.24	.78	1.96	2.01	.85	.23	1.09	.50	1.72	.15	1.01
Rhode Island	.33	.02	.09	.26	*	.54	.04	.46	.52	.21	.08	.26
Vermont	.32	.17	.32	.42	.38	.18	.15	.41	*	.34	.08	.25
Middle Atlantic	**10.60**	**16.05**	**5.07**	**16.42**	**7.70**	**6.65**	**6.31**	**9.65**	**11.15**	**8.32**	**7.30**	**9.42**
New Jersey	1.82	5.78	.64	2.01	.59	1.14	1.17	1.47	2.69	1.60	2.63	1.92
New York	4.20	2.21	2.30	6.69	4.28	2.24	2.23	4.08	3.76	3.01	2.23	3.47
Pennsylvania	4.58	8.06	2.13	7.73	2.83	3.27	2.91	4.11	4.71	3.71	2.45	4.03
E. North Central	**17.76**	**18.71**	**13.83**	**24.00**	**17.37**	**12.12**	**7.14**	**18.74**	**19.07**	**16.57**	**25.59**	**19.46**
Illinois	3.31	3.67	2.39	3.82	2.12	2.16	.68	2.83	4.16	2.27	5.30	3.57
Indiana	2.63	2.73	3.11	2.63	3.34	2.28	2.53	3.51	3.52	1.93	3.39	2.91
Michigan	5.53	5.55	4.56	8.67	5.27	3.73	1.55	5.56	5.63	3.96	9.28	6.51
Ohio	4.20	3.04	2.30	6.13	3.08	2.91	2.15	4.67	3.80	5.34	5.96	4.54
Wisconsin	2.09	3.71	1.47	2.74	3.57	1.03	.23	2.17	1.95	3.07	1.65	1.93
W. North Central	**6.46**	**5.00**	**9.19**	**5.80**	**10.15**	**6.89**	**3.44**	**6.73**	**7.96**	**3.04**	**10.47**	**7.72**
Iowa	.92	.30	1.25	.96	1.41	1.41	.11	.98	2.52	.25	2.12	1.35
Kansas	.88	.52	2.37	.97	.59	1.05	.42	1.14	.71	.21	1.03	1.06
Minnesota	1.64	2.95	1.40	1.30	4.62	1.80	.30	2.28	3.28	1.84	3.14	2.16
Missouri	2.16	.76	2.57	1.95	.63	1.60	1.13	1.39	.67	.28	2.27	1.91
Nebraska	.37	.31	.69	.36	.78	.34	.23	.32	.45	.28	.96	.55
North Dakota	.30	.04	.32	.09	1.36	.35	.94	.38	.33	.12	.74	.43
South Dakota	.19	.13	.60	.16	.78	.32	.30	.23	*	.06	.22	.26
South Atlantic	**14.91**	**24.65**	**7.57**	**16.00**	**6.29**	**15.10**	**7.44**	**15.08**	**18.85**	**21.17**	**24.94**	**17.23**
Delaware	.49	.98	.11	.16	.15	.16	.11	.13	.19	*	.26	.27
Florida	4.25	18.05	3.46	4.09	2.22	8.36	4.08	7.69	9.65	13.56	13.82	8.06
Georgia	1.98	.55	1.02	1.79	.63	1.07	.26	1.50	1.69	1.69	3.13	1.91
Maryland	1.79	1.31	.73	2.11	.82	1.33	.60	1.35	1.90	1.29	1.46	1.50
North Carolina	2.51	.87	.87	3.11	.57	1.71	.94	1.63	2.57	2.67	2.68	2.21
South Carolina	1.17	1.57	.53	1.58	.44	.69	.30	.57	.17	.58	1.24	1.03
Virginia	1.93	1.07	.58	2.47	.84	1.47	.91	1.48	2.21	.71	1.87	1.70
West Virginia	.79	.26	.28	.70	.63	.32	.23	.73	.48	.68	.48	.55
E. South Central	**3.21**	**1.81**	**2.03**	**3.66**	**1.20**	**3.87**	**.45**	**2.41**	**4.11**	**1.99**	**5.88**	**3.77**
Alabama	.89	.37	.39	1.28	.25	1.46	*	.65	2.04	.80	2.36	1.32
Kentucky	.60	.66	.42	.66	.40	.45	.04	.42	.90	.37	1.05	.67
Mississippi	.58	.26	.36	.30	.13	.65	.15	.38	.36	.58	1.05	.61
Tennessee	1.15	.52	.86	1.43	.42	1.31	.26	.96	.81	.25	1.41	1.17
W. South Central	**12.00**	**6.62**	**13.57**	**9.43**	**3.75**	**9.97**	**2.15**	**5.77**	**8.58**	**3.87**	**11.69**	**10.31**
Arkansas	1.13	.57	1.37	.85	.42	.71	.08	.50	.52	.09	1.31	.98
Louisiana	1.38	.33	.90	1.04	.04	1.45	.19	.70	2.66	.37	1.72	1.28
Oklahoma	1.08	1.42	2.53	.56	.31	1.22	.19	1.00	1.14	.31	2.28	1.43
Texas	8.41	4.30	8.77	6.98	2.98	6.60	1.70	3.56	4.26	3.10	6.38	6.62
Mountain	**10.26**	**9.43**	**16.24**	**6.85**	**11.98**	**11.72**	**5.36**	**9.70**	**7.58**	**8.96**	**3.46**	**8.58**
Arizona	2.97	5.41	3.80	1.29	1.34	5.16	1.70	2.28	1.88	2.24	1.30	2.61
Colorado	1.04	.24	2.94	1.87	4.62	1.83	.68	2.41	2.04	1.99	.63	1.51
Idaho	1.42	.17	2.54	.28	1.09	.76	2.00	.38	.36	.64	.12	.79
Montana	.73	1.81	1.53	.33	.63	.45	.34	.92	.17	.80	.22	.60
Nevada	.92	.28	1.27	.53	1.53	1.25	.11	1.19	1.52	.80	.15	.76
New Mexico	.83	.35	1.40	1.00	1.74	1.00	*	1.03	.69	1.63	.47	.85
Utah	2.08	1.18	2.25	1.46	.71	.98	.45	1.26	.48	.86	.44	1.24
Wyoming	.27	*	.52	.08	.31	.28	.08	.22	.45	*	.13	.22
Pacific	**17.85**	**11.22**	**28.57**	**8.74**	**33.12**	**28.43**	**60.82**	**26.75**	**19.38**	**31.54**	**8.30**	**18.20**
Alaska	.09	.02	.03	.07	.25	.55	.19	.97	.55	1.10	.05	.23
California	9.91	7.03	15.67	6.22	25.74	20.23	29.85	18.80	11.01	22.09	7.37	12.12
Hawaii	*	*	*	*	*	*	*	.01	*	*	.01	*
Oregon	2.78	85	5.82	1.05	3.34	3.70	5.06	2.87	3.00	5.31	.45	2.37
Washington	5.07	3.32	7.06	1.40	3.80	3.95	25.73	4.09	4.83	3.04	.44	3.48
Foreign	**.67**	**.68**	**.62**	**.86**	**.88**	**1.06**	**5.44**	**.12**	**.38**	*	**.90**	**.81**
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

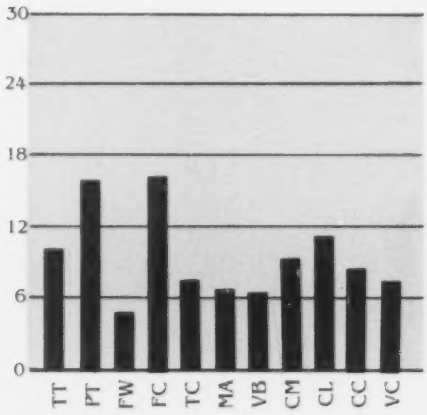
*Not measurable

Regional Market Share by RV Category/1985
(in Percentage)

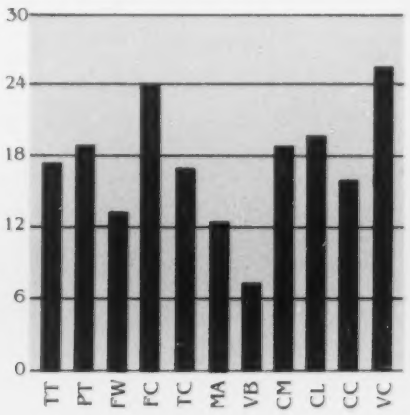
New England



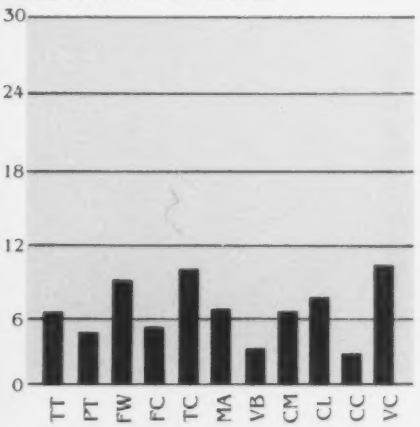
Middle Atlantic



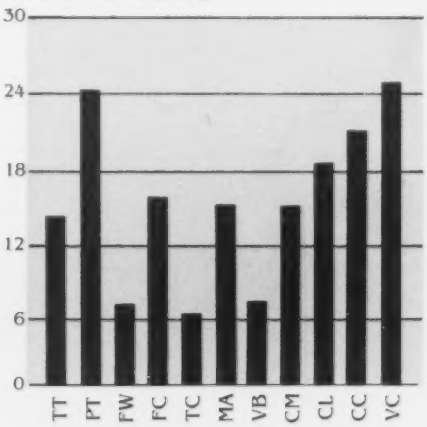
East North Central



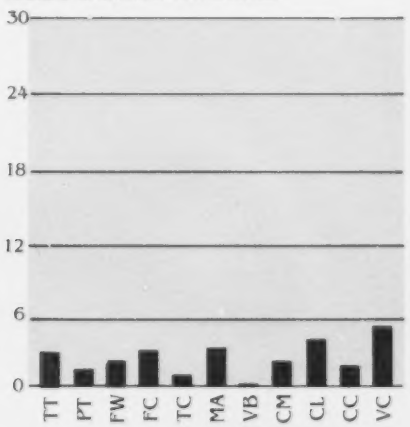
West North Central



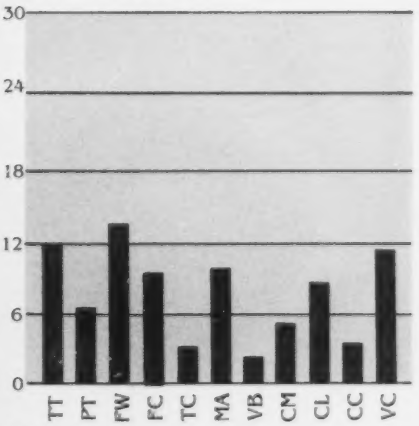
South Atlantic



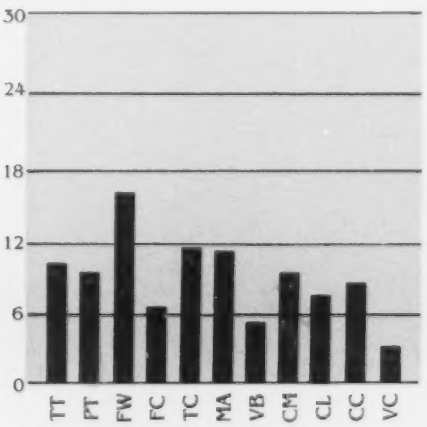
East South Central



West South Central



Mountain



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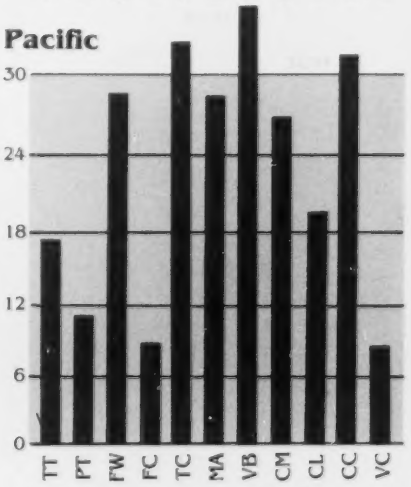


Legend

TT	Conventional Travel Trailers
PT	Park Trailers
FW	Fifth Wheel Trailers
FC	Folding Camping Trailers
TC	Truck Campers
MA	Motor Homes – Type A
VB	Van Campers – Type B
CM	Motor Homes – Type C (Mini)
CL	Motor Homes – Type C (Low Profile)
CC	Motor Homes – Type C (Compact)
VC	Van Conversions

National Market Share of RV Categories by Region/1985
(by Percent)

NE – New England
Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont

MA – Middle Atlantic
New Jersey, New York, Pennsylvania

ENC – East North Central
Illinois, Indiana, Michigan, Ohio, Wisconsin

WNC – West North Central
Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota

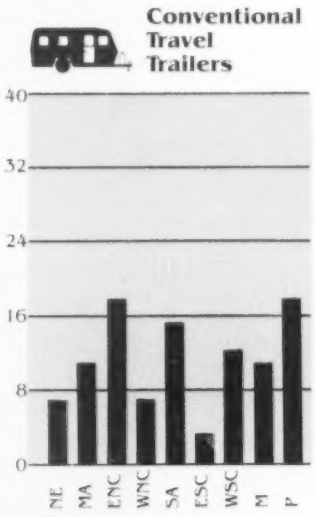
SA – South Atlantic
Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia

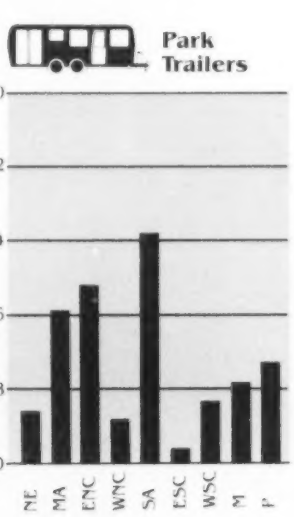
ESC – East South Central
Alabama, Kentucky, Mississippi, Tennessee

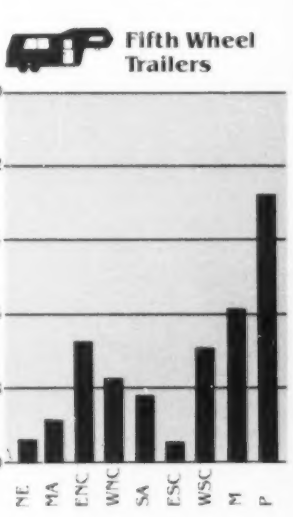
WSC – West South Central
Arkansas, Louisiana, Oklahoma, Texas

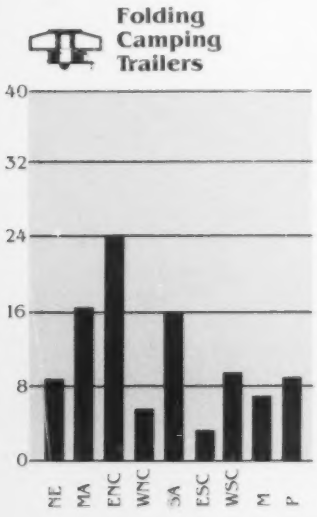
M – Mountain
Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming

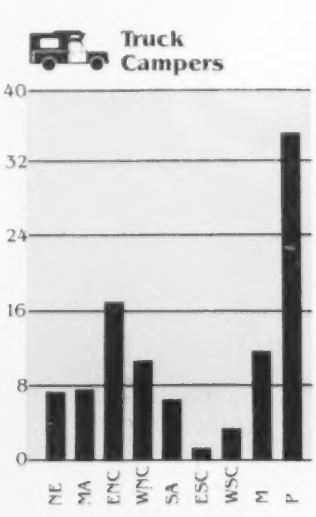
P – Pacific
Alaska, California, Hawaii, Oregon, Washington

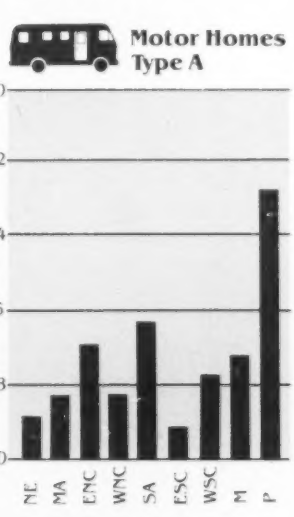


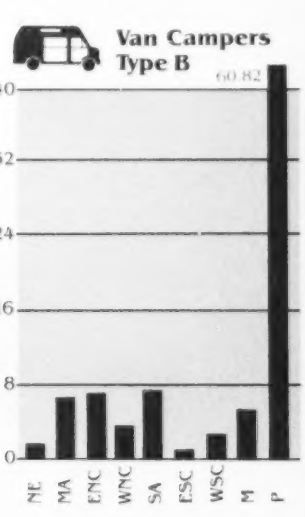


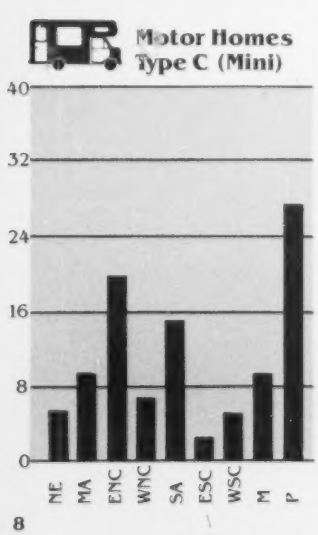


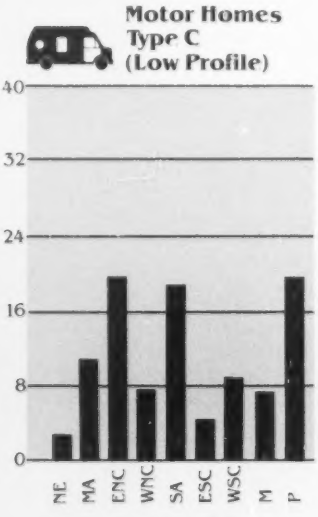


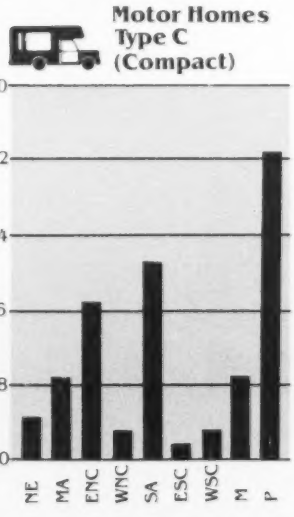


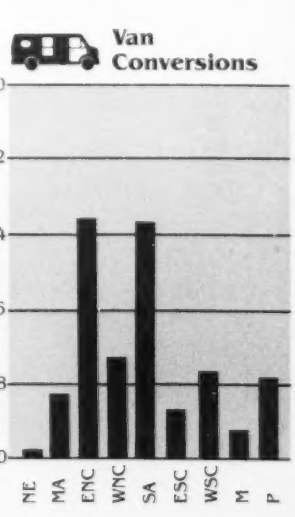












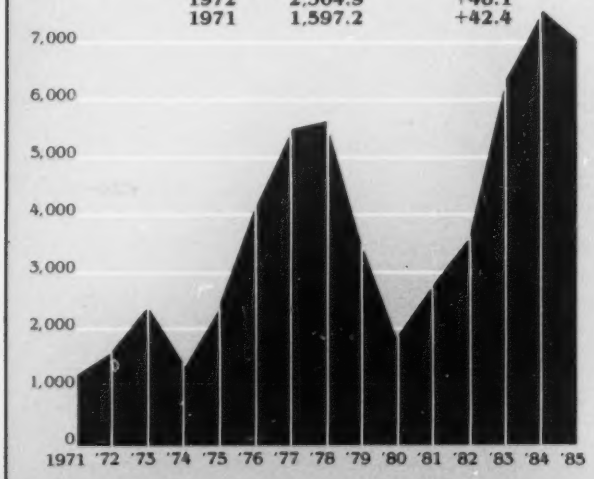
RV Unit Deliveries to States by Years, 1977 — 1985
(in Percentage)

	1985	1984	1983	1982	1981	1980	1979	1978	1977
New England	**4.50%**	**4.18%**	**3.76%**	**3.74%**	**3.36%**	**3.75%**	**3.15%**	**3.00%**	**3.46%**
Connecticut	.72	.71	.70	.69	.59	.68	.67	.61	.66
Maine	.56	.48	.53	.44	.39	.33	.42	.44	.62
Massachusetts	1.70	1.75	1.45	1.48	1.35	1.54	1.17	1.16	1.27
New Hampshire	1.01	.71	.68	.66	.59	.77	.52	.46	.60
Rhode Island	.26	.26	.25	.29	.28	.30	.22	.17	.17
Vermont	.25	.27	.15	.18	.16	.13	.15	.16	.14
Middle Atlantic	**9.42**	**8.71**	**8.82**	**8.77**	**9.30**	**11.05**	**10.15**	**9.23**	**9.77**
New Jersey	1.92	1.71	1.57	1.65	1.62	1.62	1.50	1.45	1.45
New York	3.47	3.06	3.00	3.01	3.40	4.15	4.39	3.82	3.84
Pennsylvania	4.03	3.94	4.25	4.11	4.28	5.29	4.61	3.96	4.48
East North Central	**19.46**	**18.01**	**17.89**	**18.04**	**16.39**	**17.44**	**19.49**	**20.21**	**21.05**
Illinois	3.57	3.55	3.91	4.02	3.55	3.32	3.85	3.88	4.30
Indiana	2.91	2.96	3.45	3.80	3.51	3.62	3.83	3.54	3.50
Michigan	6.51	5.36	4.35	4.54	3.65	4.47	4.89	5.93	5.69
Ohio	4.54	4.30	4.32	4.03	4.06	4.36	4.76	4.79	5.20
Wisconsin	1.93	1.84	1.86	1.65	1.62	1.67	2.15	2.07	2.36
West North Central	**7.72**	**8.73**	**10.12**	**10.15**	**9.51**	**8.18**	**10.44**	**10.42**	**10.81**
Iowa	1.35	1.48	1.99	2.11	2.15	1.78	2.21	2.17	2.17
Kansas	1.06	1.38	1.34	1.52	1.53	1.60	1.36	1.52	1.79
Minnesota	2.16	2.05	2.65	1.96	1.91	1.61	2.64	2.57	2.62
Missouri	1.91	2.21	2.30	2.41	1.90	1.85	2.05	2.03	1.91
Nebraska	.55	.78	.75	1.06	.88	.70	.98	.97	.99
North Dakota	.43	.50	.62	.60	.57	.23	.63	.58	.68
South Dakota	.26	.33	.47	.49	.57	.41	.57	.58	.65
South Atlantic	**17.23**	**13.86**	**13.20**	**12.42**	**12.87**	**13.38**	**11.55**	**10.56**	**10.02**
Delaware	.27	.21	.26	.20	.22	.33	.21	.23	.20
Florida	8.06	5.81	5.70	4.70	4.85	4.77	3.65	3.17	2.61
Georgia	1.91	1.39	.99	1.29	1.35	1.32	1.50	1.29	1.31
Maryland	1.50	1.39	1.35	1.27	1.27	1.42	1.45	1.31	1.41
North Carolina	2.21	1.83	1.89	1.83	2.06	1.95	1.51	1.60	1.52
South Carolina	1.03	.88	.92	.71	.84	.77	.62	.59	.56
Virginia	1.70	1.64	1.51	1.70	1.39	1.79	1.47	1.48	1.53
West Virginia	.55	.71	.58	.72	.87	1.03	1.14	.89	.88
East South Central	**3.77**	**3.54**	**3.40**	**3.50**	**3.18**	**3.00**	**3.56**	**3.33**	**3.02**
Alabama	1.32	.87	.93	.80	.83	.71	1.08	.94	.66
Kentucky	.67	.62	.70	.60	.50	.43	.60	.83	.85
Mississippi	.61	.56	.54	.55	.51	.42	.57	.46	.40
Tennessee	1.17	1.49	1.23	1.55	1.34	1.44	1.32	1.10	1.11
West South Central	**10.31**	**12.94**	**11.51**	**14.43**	**13.92**	**13.29**	**9.72**	**10.29**	**10.32**
Arkansas	.98	1.02	1.05	.94	.84	.94	.71	.73	.69
Louisiana	1.28	1.65	1.50	1.64	2.07	2.15	1.33	1.34	1.12
Oklahoma	1.43	1.83	1.71	2.72	3.07	1.98	1.76	1.87	2.08
Texas	6.62	8.44	7.25	9.13	7.94	8.22	5.92	6.35	6.43
Mountain	**8.58**	**9.39**	**10.58**	**10.06**	**10.62**	**9.65**	**10.00**	**10.11**	**9.84**
Arizona	2.61	2.52	3.98	2.55	2.34	1.70	1.63	1.68	1.44
Colorado	1.51	1.70	1.40	1.66	1.61	2.01	2.19	2.18	2.52
Idaho	.79	1.00	1.02	1.02	1.24	1.11	1.10	1.40	1.32
Montana	.60	.63	.93	.80	.87	.65	.87	.87	.87
Nevada	.76	.86	.80	.93	1.28	1.05	1.05	.84	.58
New Mexico	.85	.86	.93	.93	1.08	.68	1.02	.98	1.03
Utah	1.24	1.49	1.31	1.80	1.75	2.04	1.66	1.71	1.59
Wyoming	.22	.33	.21	.37	.45	.41	.48	.45	.49
Pacific	**18.20**	**19.59**	**19.50**	**18.87**	**20.86**	**20.25**	**21.58**	**22.85**	**21.71**
Alaska	.23	.27	.29	.28	.31	.09	.18	.30	.30
California	12.12	12.76	12.73	12.87	14.80	14.33	14.49	14.68	13.73
Hawaii	*	*	.01	.01	.02	.01	.01	.01	.01
Oregon	2.37	3.07	3.03	2.78	2.56	2.63	3.10	3.51	3.36
Washington	3.48	3.49	3.44	2.93	3.17	3.19	3.80	4.35	4.31
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

*Not measurable

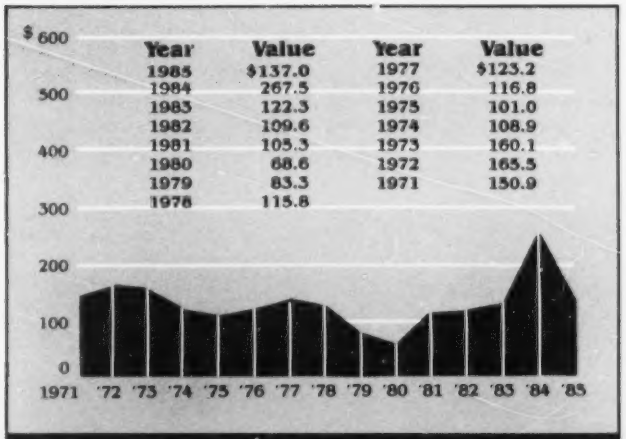
Retail Value of RV Shipments
(in Millions)

Year	Total Value	% Change All Types
1985	$7,029.4	− 9.0
1984	7,732.7	+22.3
1983	6,323.7	+80.4
1982	3,505.2	+26.3
1981	2,774.8	+42.2
1980	1,950.7	−45.0
1979	3,581.5	−37.0
1978	5,682.8	+ 6.7
1977	5,326.7	+24.3
1976	4,283.9	+84.6
1975	2,320.0	+66.7
1974	1,392.1	−40.1
1973	2,322.4	− 1.8
1972	2,364.9	+48.1
1971	1,597.2	+42.4



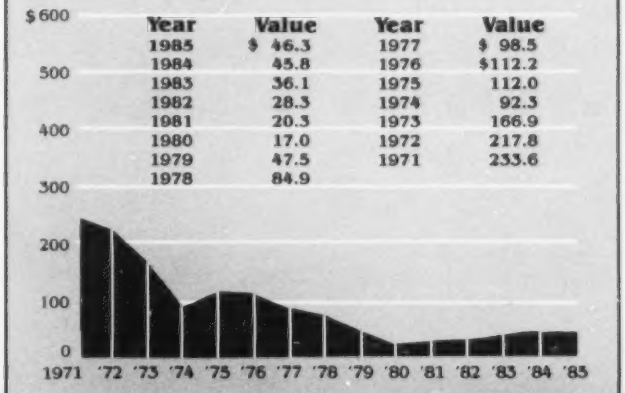
Total Value

Year	Value	Year	Value
1985	$137.0	1977	$123.2
1984	267.5	1976	116.8
1983	122.3	1975	101.0
1982	109.6	1974	108.9
1981	105.3	1973	160.1
1980	68.6	1972	165.5
1979	83.3	1971	150.9
1978	115.8		



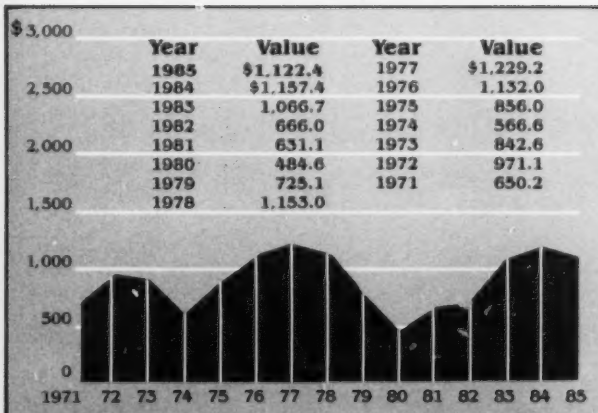
Folding Camping Trailers

Year	Value	Year	Value
1985	$ 46.3	1977	$ 98.5
1984	45.8	1976	$112.2
1983	36.1	1975	112.0
1982	28.3	1974	92.3
1981	20.3	1973	166.9
1980	17.0	1972	217.8
1979	47.5	1971	233.6
1978	84.9		



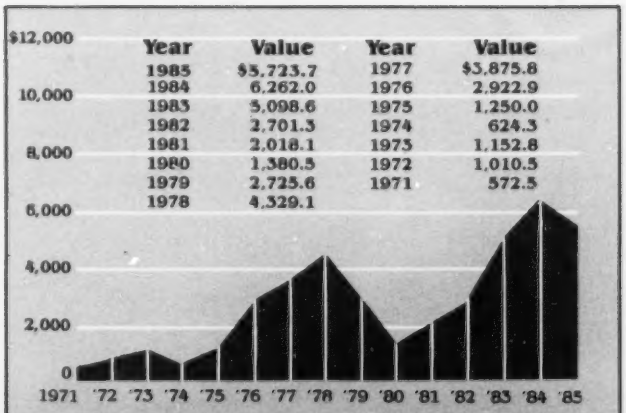
Truck Campers

Year	Value	Year	Value
1985	$1,122.4	1977	$1,229.2
1984	$1,157.4	1976	1,132.0
1983	1,066.7	1975	856.0
1982	666.0	1974	566.6
1981	631.1	1973	842.6
1980	484.6	1972	971.1
1979	725.1	1971	650.2
1978	1,153.0		



All Travel Trailers

Year	Value	Year	Value
1985	$5,723.7	1977	$3,875.8
1984	6,262.0	1976	2,922.9
1983	5,098.6	1975	1,250.0
1982	2,701.3	1974	624.3
1981	2,018.1	1973	1,152.8
1980	1,380.5	1972	1,010.5
1979	2,725.6	1971	572.5
1978	4,329.1		



All Motor Homes*

*Includes Van Conversions

Market Structure by Category and Length

	Length	1985	1984	1983	1982	1981	1980	1979	1978	1985 Market Share
Conventional Travel Trailers	Under 16'	1.9%	1.5%	3.3%	4.9%	4.1%	2.1%	3.0%	1.8%	
	16' to 19'11"	9.7	14.6	14.6	18.3	16.7	13.5	15.2	14.2	
	20' to 24'11"	29.7	30.3	31.8	31.4	34.2	30.8	38.4	42.9	
	25' to 29'11"	37.2	30.6	27.8	24.1	23.5	29.2	28.8	28.3	
	30' to 35'	21.3	22.9	22.3	21.3	19.1	22.2	13.4	12.4	
	Over 35'	.1	.1	0.4	0.1	2.4	2.2	1.2	0.5	
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0 12 24 36 48 60%
Park Trailers	Under 20'	1.2%								
	20' to 24'11"	0.0		0.1%						
	25' to 29'11"	1.4		0.5	0.2%	0.1%				
	30' to 35'	47.6	50.7%	58.2	58.3	63.0				
	Over 35'	49.7	49.4	41.3	41.5	36.8				
		100.0%	100.0%	100.0%	100.0%	100.0%				0 12 24 36 48 60%
Fifth Wheel Travel Trailers	Under 20'	5.8%	10.9%	12.8%	17.1%	10.5%	6.2%	1.7%	0.9%	
	20' to 24'11"	27.9	24.9	25.2	20.8	16.7	10.2	12.2	17.8	
	25' to 29'11"	32.9	30.5	24.3	18.1	17.2	16.6	19.5	22.6	
	30' to 35'	23.5	24.0	29.1	33.1	42.0	51.9	55.9	53.9	
	Over 35'	9.9	9.7	8.6	11.0	13.7	15.2	10.7	4.8	
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0 12 24 36 48 60%
Folding Camping Trailers	Under 8'	25.2%	30.4%	32.0%	33.8%	24.8%	17.7%	15.9%	14.1%	
	8' to 9'11"	28.8	31.1	30.7	30.6	26.5	29.1	37.9	32.1	
	10' to 12'	33.4	28.1	32.6	26.5	32.1	36.1	31.5	34.6	
	Over 12'	12.6	10.5	4.7	9.2	16.7	17.1	14.7	19.2	
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0 12 24 36 48 60%
Truck Campers	Under 8'	9.9%	10.6%	16.5%	13.5%	18.7%	17.3%	13.5%	6.9%	
	8' to 9'5"	46.7	47.6	49.4	54.6	57.6	61.8	54.2	56.4	
	9'6" to 10'6"	19.5	21.6	18.1	17.1	14.2	12.7	19.1	20.4	
	Over 10'6"	23.9	20.2	16.0	15.1	9.5	8.2	13.1	16.3	
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0 12 24 36 48 60%
Motor Homes – *Type A*	Under 23'	6.8%	7.4%	8.9%	7.5%	2.1%	9.1%	7.7%	12.4%	
	23' to 25'11"	5.9	9.8	11.3	18.7	37.0	29.7	40.8	43.6	
	26' to 29'11"	30.8	32.6	29.4	27.6	22.2	23.4	16.7	18.1	
	30' to 34'11"	49.6	45.8	50.5	46.5	38.8	37.8	34.8	25.9	
	Over 35'	6.9	4.4							
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	0 12 24 36 48 60%
Motor Homes – *Type C* (Mini)	Under 20'	1.0%	NA	NA	NA	NA	NA	NA	NA	
	20' to 23'11"	39.1	NA	NA	NA	NA	NA	NA	NA	
	24' to 25'11"	34.6	NA	NA	NA	NA	NA	NA	NA	
	Over 26'	25.3	NA	NA	NA	NA	NA	NA	NA	
		100.0%								0 12 24 36 48 60%

[1]Prior to 1984 category was 26' to 29'.
[2]Prior to 1984 category was over 29'.

NOTE: Parts may not add to totals due to rounding.

THE CONSUMER

For the past seven years the Recreation Vehicle Industry Association (RVIA) has had consumers surveyed on a monthly basis through the University of Michigan to determine attitudes on recreation vehicle ownership and use. This and other research have led to a fairly clear description of the typical RV family; what prompted current owners to purchase their RV and what might encourage first time or replacement purchasing in the future.

In 1985 Dr. Richard Curtin, Director of Surveys for the University of Michigan Survey Research Center released results of a study, "The RV Consumer: Current Trends and Future Prospects" (1985), that highlighted major changes in the RV consumer demographic profile which have occurred over the past five years. What follows is a discussion of the positive signs found in this latest research data and how RV consumers can be expected to react to the changing economic environment.

In order to gain some perspective of the RV sales climate in 1985 and to better understand consumer behavior which was greatly shaped by economic conditions, we need only to look back a few years.

In 1980, consumer prices skyrocketed and once again we experienced double-digit inflation rates. Both the availability and price of fuel had become major news items, as the U.S. was in the throes of its second energy crisis in less than ten years. Interest rates, responding to this faster pace in prices, also shot up quickly with the Prime Rate peaking at 21% in the spring of 1981. Total unemployment reached double digits the following year and disposable personal income (the lifeblood for discretionary expenditures) stagnated through much of that year.

By the end of 1981, however, the worst was seen as over and it would only be a matter of a few months before the economy would pull itself back into shape and begin a new period of expansion. RV shipments would foretell of these general economic improvements, rising 32% in 1981, and would continue with an enviable 20% average growth rate over the next four years. In those five years, 1981 through 1985, more than 1.6 million RVs would be shipped to retailers, representing nearly $30 billion in sales.

One Million New RV Households

And it was not all replacement purchasing, for despite the hard economy nearly one million new households were added to the RV lifestyle as the ownership rate increased from 8.3% in 1980 to 9.8% in 1984. The table on page 13 shows the change that has occurred recently in RV ownership. You can see that the major impact of the unfavorable economic conditions of the early 1980's was among the younger RV buyers, while it was the households over 35 that saw substantial RV growth and, in particular, the ages 35 to 54 years.

It should be pointed out that there is a definite life cycle or pattern in consumer purchasing of RVs. Most first-time buyers come into the lifestyle purchasing small units, then continue upgrading in size and features throughout their lifetime.[1] So it was not surprising to see that the larger, more expensive units were the most popular during this past five-year period. Both "new core" consumers (currently own their first RV) and "established core" owners (current RV is at least their second RV purchase) were upgrading, while first-time buyers generally waited for better economic times.

Lower Interest Rates Improved Sales

Because first-time buyers are traditionally younger and more likely to use credit to purchase an RV, high interest rates had discouraged their participation. For many it had prevented home ownership as well, which usually precedes the RV purchase. Recently, however, lower interest rates have rekindled housing sales and will undoubtedly improve RV prospects as well. With several years of solid economic growth behind us, these younger cohorts will have had an opportunity to adjust their recession-weakened finances and become more prominent RV buyers.

The "new core" owners, generally middle-aged with above median household income, rely partly on future earnings as well as accumulated savings to purchase their next RV.[2] Since their purchases usually involve some use of credit, future employment prospects as well as interest rates directly affect their decisions. With their confidence bolstered by rising employment and declining interest rates during the initial stages of economic recovery, it is this group which led the RV sales resurgence in the early 80's, and because of this group's size and age they will continue to dominate RV sales in the near future.

The second group of current owners, the "established core" group, are usually older and if they haven't retired, have higher than average incomes. Since many in this group are at or near retirement, their purchases are generally financed out of accumulated savings. They are not as sensitive to changes in interest rates or unemployment, but rather turn a watchful eye to inflation as their economic signaling device, for it is inflation that sets their standard of living through retirement. This group of upgrade purchasers are quite active in the economic climate in which we now find ourselves.

Lower Gasoline Prices "Fuel" Sales

In the early 1980's, the RV market was hindered by the smaller tow vehicles that high gasoline prices had persuaded consumers to own. This placed added pressure

on the sale of entry-level vehicles such as truck campers and folding camping trailers.

Now, fuel prices have reversed themselves and are headed downward and the larger sized cars and trucks sold in the last year-and-a-half have increased towing capacity. This means more entry-age families have vehicles that can tow RVs. With an adequate tow vehicle already part of the family vehicle inventory, the cost of adding an RV becomes much more viable.

For the current owner, the lower cost and wide availability of gasoline encourages more frequent and longer RV vacations. Increased utilization will: 1) enhance consumer satisfaction, 2) improve consumer value perceptions about their RV purchase and 3) accelerate the depreciation on the current vehicle stock. All of these factors will make replacement a more significant trend over the next several years.

Another consideration is the impact of lower gasoline prices on disposable income. For many, the savings this year in gasoline expenditures may well exceed improvements in their salaried earnings.

Renewed "Blue Collar" Demand

The last few recessions put a disproportionate burden on the heavy industry and building trade segments of our economy, particularly in the Northeast and North Central regions. Now with a revived economy, income to the "blue collar" work force, traditionally strong RV buyers, has been bolstered. The table on page 13 shows that the growth by region since 1980 has been strong in both the Northeast and North Central regions. This trend can also be seen in the graph on page 14, which shows that there is more even distribution of RV ownership by region.

The Challenge That Lies Ahead

The favorable news doesn't stop there. Recent improvements in nearly every economic indicator point toward a continuation of slow, sustained growth with low levels of inflation and stable rates of unemployment.

The rapid transformation in RV manufacture, which has brought a wider range of vehicles, new developments in design, and increased energy efficiency is unprecedented in its scope. These RV product innovations and greater selections are well suited for the new generation of consumers who are skilled in the participation of outdoor recreation activities.

With more than one in four Americans[3] as potential users of RV products, the future holds a wide horizon of opportunities and new challenges to be met. ■

[1]Recent research on RV consumers demonstrates this lifestyle loyalty where a full 7 of 10 current owners reported their intentions to purchase again, most with a similar or larger unit, with an overall replacement expected within 3.7 years. *The RV Consumer: Current Trends and Future Prospects*, University of Michigan, Survey of Consumer Attitudes, 1985.

[2]The graph on page 13 shows that of all current RV owners planning to purchase another RV, 47% expect to use credit to finance at least part of the total price. The figure for the "new core" owners is 54%, while for the "established core" group it's down to 37%.

[3]Potential RV market as defined in *The RV Consumer: Current Trends and Future Prospects*, University of Michigan, Survey of Consumer Attitudes, 1985. Current owners, 10%; interested in RV purchase, 4%, interested in RV rental, 14%.

Proportion of RV Ownership

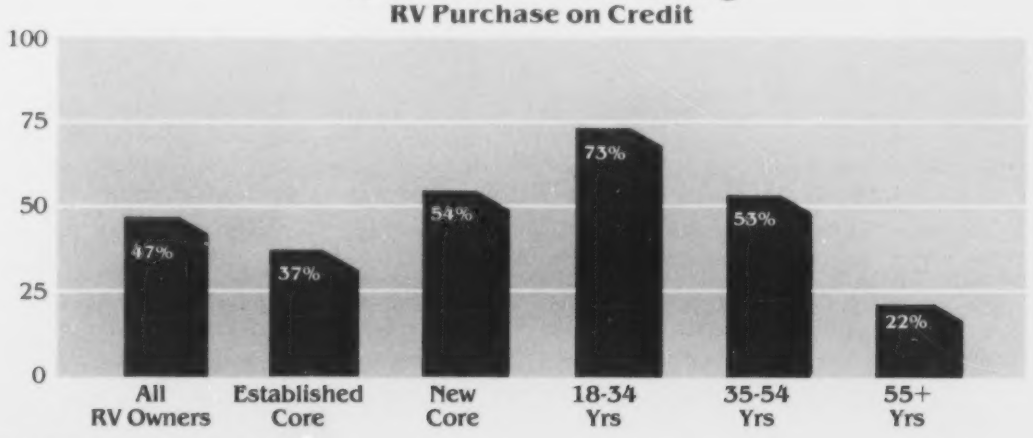
1980 vs. 1984

	1980	1984	% Change
All Families	8.3%	9.8%	+ 1.5
Region			
West	13.1	16.9	+ 3.8
North Central	8.2	9.8	+ 1.6
Northeast	4.7	8.4	+ 3.7
South	7.4	6.6	− 0.8
Age			
18-34	6.3	5.7	− 0.6
35-54	11.1	14.0	+ 2.9
55+	7.9	9.9	+ 2.0

Percentages based on survey representing all U.S. vehicle-owning households.

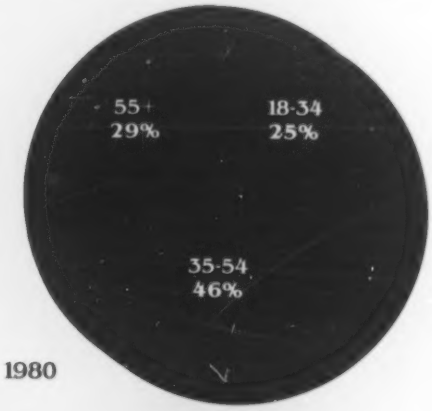
The RV Consumer: Current Trends and Future Prospects
Survey Research Center, University of Michigan, ©1985

Current Owners Considering RV Purchase on Credit

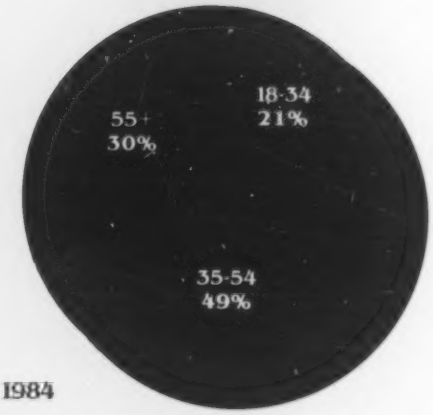


The RV Consumer: Current Trends and Future Prospects
Survey Research Center, University of Michigan, ©1985

Share of RV Market by Age Group

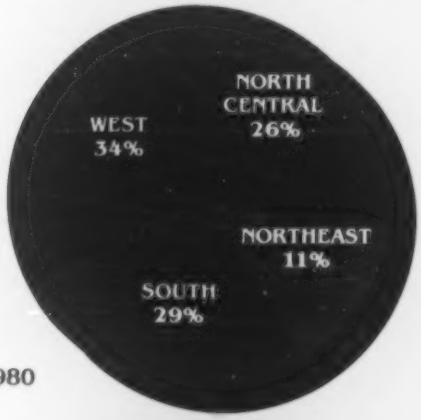


1980

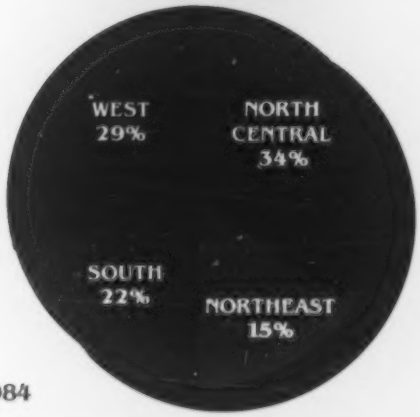


1984

Share of RV Market by Region



1980

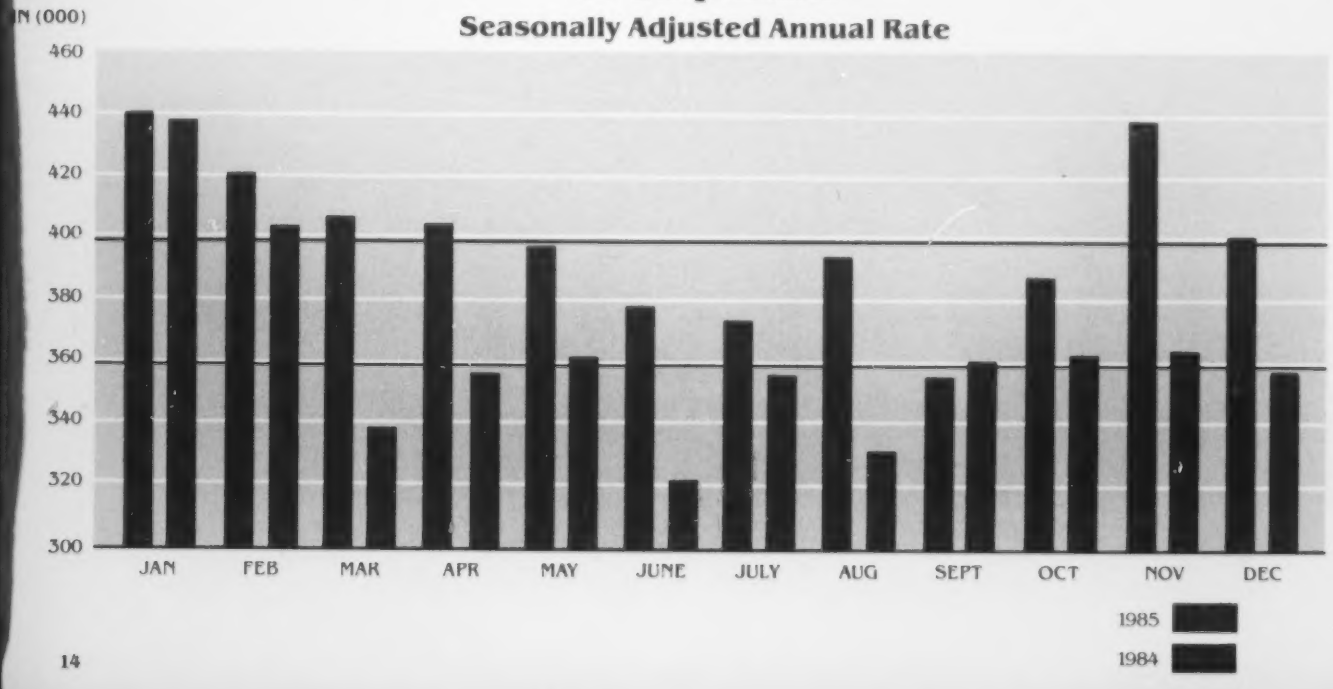


1984

The RV Consumer: Current Trends and Future Prospects
Survey Research Center, University of Michigan, ©1985

RV Shipments

Seasonally Adjusted Annual Rate



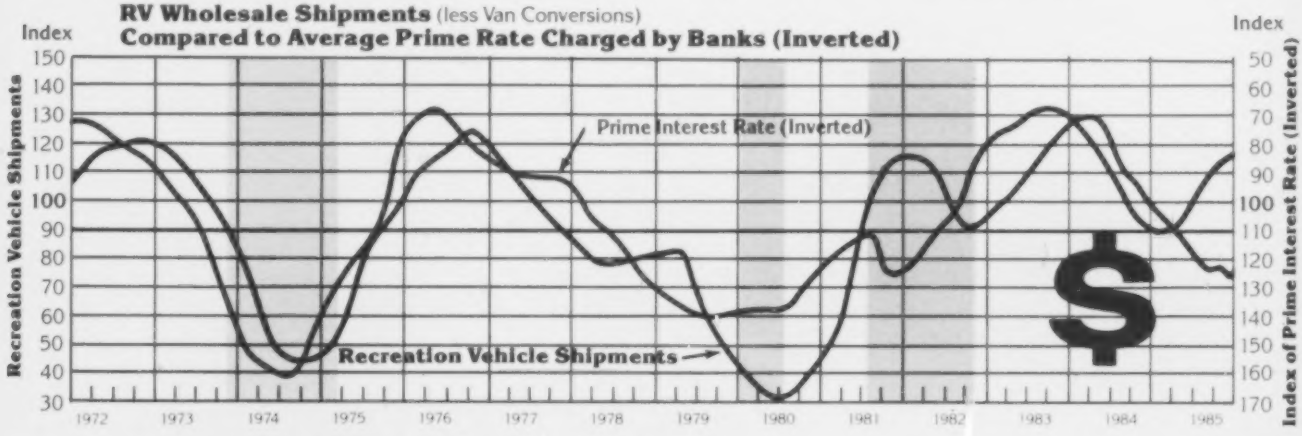
Appendix

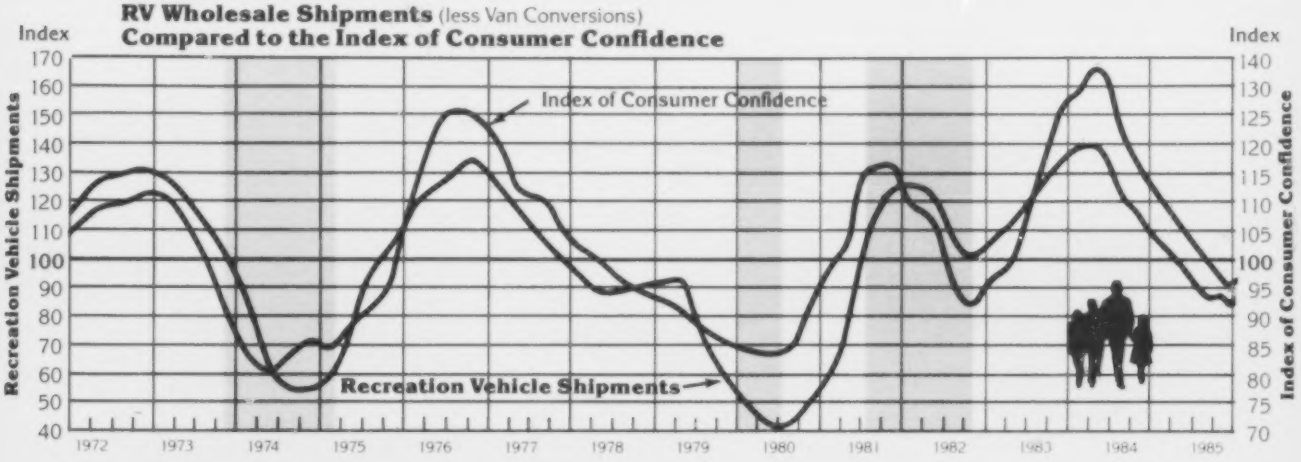
Cyclical Indicators

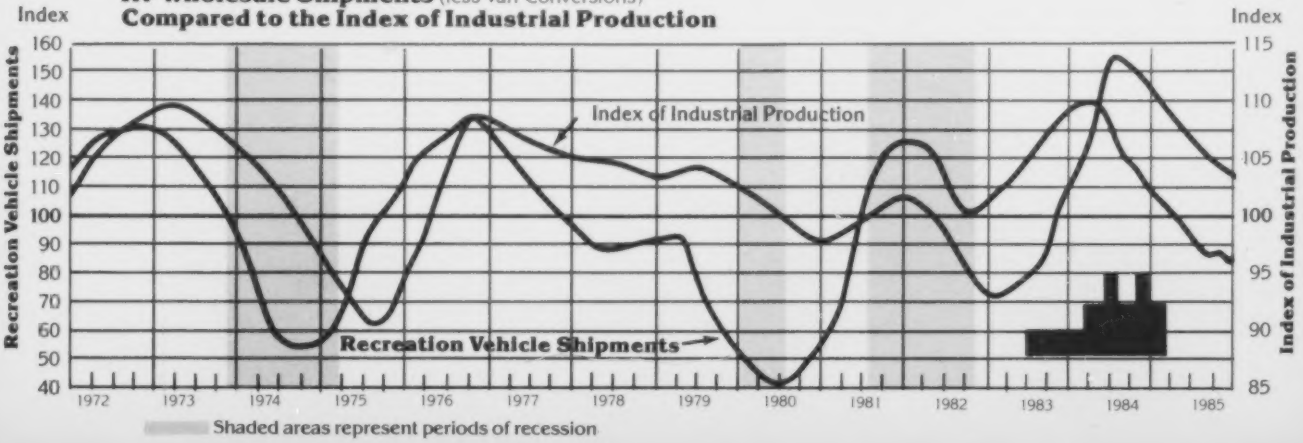
The charts below depict the rate of change of a twelve-month moving average for Average Prime Rate Charged by Banks (Inverted),[1] the Index of Consumer Confidence,[2] and the Index of Industrial Production[1] compared to RV Wholesale Shipments (Less Van Conversions).[3] We've plotted them on different scales, RVs on the left and comparative indicators on the right, in order to keep the amplitudes about the same. The shaded areas represent periods of recession.

Notice that changes in the Prime Interest Rate lead RV sales while consumer confidence coincides. The final chart shows how Industrial Production lags the RV curve.

[1] Compiled by the U.S. Dept. of Commerce
[2] University of Michigan Survey Research Center
[3] Compiled by Recreation Vehicle Industry Association


RV Wholesale Shipments (less Van Conversions)
Compared to Average Prime Rate Charged by Banks (Inverted)
Index
Recreation Vehicle Shipments
Index
Index of Prime Interest Rate (Inverted)
Prime Interest Rate (Inverted)
Recreation Vehicle Shipments
$
150 140 130 120 110 100 90 80 70 60 50 40 30
50 60 70 80 90 100 110 120 130 140 150 160 170
1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985


RV Wholesale Shipments (less Van Conversions)
Compared to the Index of Consumer Confidence
Index
Recreation Vehicle Shipments
Index
Index of Consumer Confidence
Index of Consumer Confidence
Recreation Vehicle Shipments
170 160 150 140 130 120 110 100 90 80 70 60 50 40
140 130 125 120 115 110 105 100 95 90 85 80 75 70
1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985


RV Wholesale Shipments (less Van Conversions)
Compared to the Index of Industrial Production
Index
Recreation Vehicle Shipments
Index
Index of Industrial Production
Index of Industrial Production
Recreation Vehicle Shipments
160 150 140 130 120 110 100 90 80 70 60 50 40
115 110 105 100 95 90 85
1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985
Shaded areas represent periods of recession

Vehicle Categories

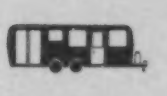
Travel Trailer

A trailer designed to be towed by a motorized vehicle (auto, van or pick-up truck) and of such size and weight as not to require a special highway movement permit. It is designed to provide temporary living quarters for recreational, camping or travel use and does not require permanent on-site hook-up. A travel trailer can be one of the following types:

Conventional Travel Trailer

Ranges typically from 12 feet to 35 feet in length, and is towed by means of a bumper or frame hitch attached to the towing vehicle.

Value	1985	1984	1983	1982	1981	1980	1979	1978	1977
Whsl.	$ 9,723	$ 9,135	$ 8,813	$ 7,320	$ 7,283	$ 7,124[1]	$ 5,548	$ 5,021	$ 5,287
Retail	$12,154	$11,419	$11,016	$ 9,150	$ 9,104	$ 8,905[1]	$ 7,396	$ 6,694	$ 7,032



Park Trailer

Designated for seasonal or temporary living. When set up, may be connected to utilities necessary for operation of installed fixtures and appliances. Built on a single permanent chassis mounted on wheels. Designed for set-up by persons without special skills using only hand tools which may include lifting, pulling or supporting devices and of a gross trailer area not exceeding 400 square feet when in the set-up mode.

Value	1985	1984	1983	1982	1981	1980	1979	1978	1977
Whsl.	$13,400	$12,944	$11,864	$11,534	$10,370	*	*	*	*
Retail	$16,750	$16,180	$14,830	$14,417	$12,963	*	*	*	*

Fifth Wheel Travel Trailer

This unit can be equipped the same as the conventional travel trailer but is constructed with a raised forward section that allows a bi-level floor plan. This style is designed to be towed by a vehicle equipped with a device known as a fifth wheel hitch.

Value	1985	1984	1983	1982	1981	1980	1979	1978	1977
Whsl.	$12,827	$11,910	$10,965	$ 9,677	$ 9,647	$ 9,854	$ 8,348	$ 7,317	$ 6,840
Retail	$16,034	$14,888	$13,706	$12,096	$12,059	$12,318	$11,134	$ 9,756	$ 9,118

Folding Camping Trailer

A recreation camping unit designed for temporary living quarters which is mounted on wheels and constructed with collapsible sidewalls that fold for towing by a motorized vehicle.

Value	1985	1984	1983	1982	1981	1980	1979	1978	1977
Whsl.	$ 2,935	$ 2,724	$ 2,510	$ 2,457	$ 2,316	$ 2,155	$ 2,006	$ 1,803	$ 1,714
Retail	$ 3,816	$ 3,541	$ 3,263	$ 3,194	$ 3,011	$ 2,801	$ 2,677	$ 2,404	$ 2,285

Truck Camper

A recreational camping unit designed to be loaded onto, or affixed to, the bed or chassis of a truck, constructed to provide temporary living quarters for recreational, camping or travel use.

Value	1985	1984	1983	1982	1981	1980	1979	1978	1977
Whsl.	$ 5,161	$ 4,639	$ 4,051	$ 3,864	$ 3,072	$ 2,610	$ 2,580	$ 2,580	$ 2,317
Retail	$ 6,709	$ 6,031	$ 5,266	$ 5,023	$ 3,994	$ 3,393	$ 3,442	$ 3,437	$ 3,089

Motor Home

A recreational camping and travel vehicle built on or as an integral part of a self-propelled motor vehicle chassis. It may provide kitchen, sleeping and bathroom facilities and is equipped with the ability to store and carry fresh water and sewage. A motor home can be one of the following types:

Conventional Motor Home – Type A

The living unit has been entirely constructed on a bare, specially designed motor vehicle chassis.

Value	1985	1984	1983	1982	1981	1980	1979	1978	1977
Whsl.	**$37,545**	$35,397	$32,285	$28,621	$26,196	$23,076	$19,605	$17,044	$18,731
Retail	**$48,809**	$44,246	$40,356	$35,776	$32,745	$28,845	$26,137	$22,725	$24,968

Van Camper – Type B

A panel-type truck to which the RV manufacturer adds any two of the following conveniences: sleeping, kitchen and toilet facilities, also 110 volt hook-up, fresh water storage, city water hook-up, and a top extension to provide more head room.

Value	1985	1984	1983	1982	1981	1980	1979	1978	1977
Whsl.	**$18,5[illegible]**	$16,691	$16,262	$13,234	$11,372	$11,319	$11,294	$10,542	$ 9,286
Retail	**$23,151**	$20,864	$20,328	$16,542	$14,215	$14,149	$15,041	$12,650	$12,350

Motor Home – Type C (Mini)

This unit is built on an automotive manufactured van frame with an attached cab section of a GVWR of 6500 pounds or more, with an overall height of more than eight feet. The RV manufacturer completes the body section containing the living area and attaches it to the cab section.

Value	1985	1984	1983	1982	1981	1980	1979	1978	1977
Whsl.	**$25,025**	$23,620	$21,949	$18,359	$16,649	$14,344	$12,819[2]	$11,672[2]	$11,072[2]
Retail	**$31,281**	$29,525	$27,436	$22,948	$20,811	$17,930	$17,093[2]	$15,562[2]	$14,759[2]

Motor Home – Type C (Low Profile)

This unit is built on an automotive manufactured van frame with an attached cab section having a GVWR of 6500 pounds or more, with an overall height of less than eight feet. The RV manufacturer completes the body section containing the living area and attaches it to the cab section.

Value	1985	1984	1983	1982	1981	1980	1979	1978	1977
Whsl.	**$22,547**	$20,938	$20,153	$20,833	$15,130	$13,210	*	*	*
Retail	**$29,311**	$26,173	$25,191	$26,041	$18,913	$16,513	*	*	*

Motor Home – Type C (Compact)

This unit is built on an automotive manufactured cab and chassis having a GVWR of less than 6500 pounds. It may provide any or all of the conveniences of the large units.

Value	1985	1984	1983	1982	1981	1980	1979	1978	1977
Whsl.	**$16,448**	$15,343	$15,006	$13,827	$12,513	$10,609	*	*	*
Retail	**$20,560**	$19,179	$18,758	$17,283	$15,641	$13,261	*	*	*

Van Conversion

A completed van chassis modified esthetically or decoratively in appearance by the RV manufacturer for transportation and recreational purposes. These changes may include windows, carpeting, paneling, seats, sofas, and accessories.

Value	1985	1984	1983	1982	1981	1980	1979	1978	1977
Whsl.	**$15,641**	$15,877	$15,331	$11,521	$ 9,587	$ 9,152	$11,199	$ 9,812	$ 7,305
Retail	**$18,769**	$19,052	$18,397	$13,825	$11,504	$10,982	$13,439	$11,774	$ 9,715

[1] Includes Park Trailers
[2] Average All Motor Homes – Type C
* Prior to 1980, data not surveyed